

Corporate Communication



Course Overview

Course	Corporate Communication
Duration	6 Months, Part-time
Study mode	On campus
Campus	Informatica Group
Requirements	No prior experience required

About the course

Corporate communication plays a vital role in shaping the image, reputation, and relationships of organizations with their stakeholders. It encompasses various channels and strategies used by companies to convey messages, engage audiences, and achieve organizational goals effectively. Our corporate communication courses are designed to equip professionals with the skills and knowledge needed to excel in this dynamic field.

What you'll learn

- ✓ Strategic Communication Planning
- ✓ Effective Writing and Messaging
- ✓ Media Relations and Public Relations
- ✓ Internal Communication and Employee Engagement



DID YOU KNOW?

Better communication improves customer retention for 63% of companies

7.5%

revenue boost with communication

47% higher shareholder returns result from strong communication practices.

56% of employees see higher morale with improved communication

65% of firms with strong crisis plans recover faster

Career services

Our Career Services team will help you develop your professional skills through a number of key areas:

- > Establishing your career pathway
- > Building your employability
- > Self-help career resources
- > Finding work
- > Events and workshops
- > Building a professional network
- > Career advice
- > Career news
- > Your future beyond graduation
- > Career development learning

Boost your career—enroll in our Corporate Communication course today!

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